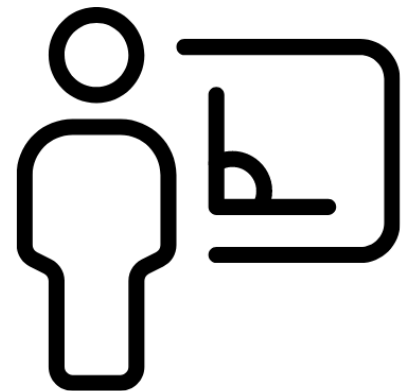


Instructors Guide



On the following pages is a sample module from our Instructor Guide. It provides the instructor with a copy of the material and a Lesson Plans box.

The key benefit for the trainer is the Lesson Plan box. It provides a standardized set of tools to assist the instructor for each lesson. The Lesson Plan box gives an estimated time to complete the lesson, any materials that are needed for the lesson, recommended activities, and additional points to assist in delivering the lessons such as Stories to Share and Delivery Tips.



In the digital age of 'overnight' success stories such as Facebook, the hard slog is easily overlooked.

James Dyson

Module Two: Facebook



Facebook is one of the most popular and widely used social media accounts that encompasses users of all ages. Many famous brands have Facebook pages with thousands of followers. The platform may seem like the best place to start a social media campaign, but preparation and maintenance are essential for success. Failure to manage a Facebook account can result in severe consequences.

Pros / Cons

Facebook marketing does not guarantee success. You must be prepared to address the pros and cons of Facebook before moving forward.



The Pros of Facebook:

- The large number of users allow you to reach a broad audience
- Share promotions
- Dialogue with customer base
- Tools to track and monitor customer interactions
- Tools to market such as Facebook Ads

The Cons of Facebook:

- Negative feedback is public
- Limited ability to give away products
- An initial audience is necessary to grow (People do not just find you)
- Constant updating and monitoring is costly and time-consuming

These are the general pros and cons of Facebook, and they are subject to change as Facebook policies do.

Estimated Time	8 minutes
Topic Objective	Review the pros and cons of using Facebook as a marketing platform.
Topic Summary	Pros and Cons Discuss the pros and cons of Facebook.
Materials Required	Flipchart/board, marker
Planning Checklist	Prepare a list Facebook failures and successes to spur discussion.
Recommended Activity	As a group, discuss Facebook. What are examples of successful Facebook promotions and Facebook disasters? What are the causes of each? List the ideas on the flipchart/board.
Stories to Share	Share any personal, relevant stories.
Delivery Tips	Encourage everyone to participate.
Review Questions	What does not guarantee success?

Likes / Comments



The best way to expose more people to your brand on Facebook is through likes, comments, and shares. When users like, share, or comment on your posts, their friends will be able to see this. This requires you to maintain a connection with your customers. If they do not interact with your page, they will not see your new posts. Having a few thousand followers does not mean that thousands of people see your page regularly.

Ways to Develop Interactions:

- **Call to action** – Ask customers to like promotions, etc.
- **Votes** – Have customers vote on potential new products, etc.
- **Questions** – Ask customers for feedback.

No matter how you develop customer interaction, it is important to make sure that your tactics appeal to the wants and needs of your customers.

Consistent interaction means that you will have unhappy customers. Even though you are on social media, treat them like you would in-person. Attempt to make amends, but try to complete the process with a one-on-one setting to prevent misunderstanding. If you encounter trolls (a FB user whose posts are disruptive and attention seeking), you might have to block them. Blocking, however, should be done sparingly.

Estimated Time	7 minutes
Topic Objective	Consider how to develop social interactions.
Topic Summary	Likes / Comments Discuss likes and comments.
Materials Required	Flipchart/board, marker
Planning Checklist	None.
Recommended Activity	Share your experiences on Facebook. What do you find that helps facilitate likes and comments on Facebook? List responses on the flipchart/board.
Stories to Share	Share any personal, relevant stories.
Delivery Tips	Encourage everyone to participate.
Review Questions	What do actions need to appeal to?

Posts / Links



The quality of your posts will determine whether or not your customers pay attention to what you have to offer. The number one rule is to make posts that will benefit your customers. People are inundated with ads and offers from the companies they follow. There are; however, a few tips that people use to attract attention to the posts.

- **Keep the post short and to the point** – Some experts recommend limiting posts to 40 words.
- **Timing** – Limit competition by not posting at peak times.
- **Images** – Pictures and other images draw the eye, but pay attention to Facebook guidelines and ideas.

Links are a great way to draw people to websites, blogs, and information. According to Facebook, the best way to share links is to manually add them to the post so that people can choose the link rather than using photo captions for links. You should still include an image in your post to increase the interest of the users.

Estimated Time	8 minutes
Topic Objective	Review posts and links.
Topic Summary	Posts / Links Discuss posts and links.
Materials Required	Worksheet 1: Posts
Planning Checklist	None.
Recommended Activity	Complete the worksheet individually. Share your answers with the rest of the group.
Stories to Share	Share any personal, relevant stories.
Delivery Tips	Encourage everyone to participate.
Review Questions	What determines whether customers notice your posts?

Tracking and Measurement



Facebook provides resources to track and measure marketing attempts. Facebook is constantly updating and altering ways to measure ROI for users. Ads Manager currently tracks conversions through standard events as well as custom conversion. Other measurements that track account involvement include:

- Engagement
- Demographics
- Likes (organic, paid, net)
- Reach (comments, shares, reaction)
- Growth

Tracking and measurement is necessary for the success of any program.

Estimated Time	7 minutes
Topic Objective	Review tracking and measurement.
Topic Summary	Tracking and Measurement Discuss tracking and measurement.
Materials Required	Flipchart/board, marker
Planning Checklist	Look up the current tracking and measurement actions on Facebook. You might want to bring examples to show participants.
Recommended Activity	As a group, discuss tracking and measuring. What experience does everyone have? How would you rank the different metrics? Place ideas on the

	flipchart/board?
Stories to Share	Share any personal, relevant stories.
Delivery Tips	Encourage everyone to participate.
Review Questions	What are metrics to track?

Practical Illustration



Matt decided to create a Facebook marketing campaign for his bakery. He opened an account, but after three months, there were few followers, mostly current customers and friends and family. Frustrated, he contacted a friend at the small business association, who owned a spa. Sandy discussed the situation with Matt and noticed that there was little connection, just random posts with few pictures or links. Matt waited too long to address questions and never initiated interaction with other Facebook users.

Module Two: Review Questions

1.) What will affect the pros and cons of Facebook?

- a) Policies
- b) Brand
- c) Internet
- d) None of the above

There are several different pros and cons of Facebook. These are subject to change as Facebook policies do.

2.) What is a con of Facebook?

- a) Promotions
- b) Updating is time consuming
- c) Customer base dialogue
- d) Tracking tools

The public determines the effectiveness of a brand. If a brand is able to develop a connection with the public that it wants, then the results will be positive.

3.) What will give you more exposure on Facebook?

- a) Likes
- b) Comments
- c) Shares
- d) All of the above

The best way to expose more people to your brand on Facebook is through likes, comments, and shares. When users like, share, or comment on your posts, their friends will be able to see them.

4.) How often should trolls be blocked?

- a) Immediately
- b) When necessary
- c) Sparingly
- d) All of the above

If you encounter trolls, you might have to block them. Blocking, however, should be done sparingly.

5.) What should posts provide?

- a) Advertising
- b) Information
- c) Customer benefits
- d) Creativity

The number one rule is to make posts that will benefit your customers. People are inundated with ads and offers from the companies they follow.

6.) What is the best way to add links?

- a) Pictures
- b) It does not matter
- c) Manually
- d) Post

According to Facebook, the best way to share links is to manually add them to the post so that people can choose the link rather than using photo captions for links. You should still include an image in your post to increase the interest of the users.

7.) What is true of Facebook tracking measurements?

- a) It is unstable
- b) It is always changing
- c) It is not effective
- d) It is constant

Facebook provides resources to track and measure marketing attempts. Facebook is constantly updating and altering ways to measure ROI for users.

8.) What type of conversions does Ads Manager track?

- a) None
- b) Custom
- c) Standard
- d) B & C

Facebook is constantly updating and altering ways to measure ROI for users. Ads Manager currently tracks conversions through both standard events as well as custom conversion.

9.) Facebook marketing does not guarantee _____.

- a) Likes
- b) Money
- c) Success
- d) Popularity

Facebook marketing does not guarantee success. You must be prepared to address the pros and cons of Facebook before moving forward.

10.) Any feedback on Facebook is _____.

- a) Public
- b) Shared
- c) Private
- d) Good

The Cons of Facebook:

Negative feedback is public

Limited ability to give away products

An initial audience is necessary to grow (People do not just find you)

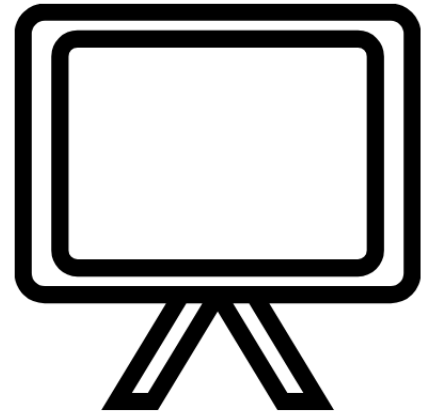
Constant updating and monitoring is costly and time-consuming

PowerPoint Slides



Below you will find the PowerPoint sample. The slides are based on and created from the Instructor Guide.

PowerPoint slides are a great tool to use during the facilitation of the material; they help to focus on the important points of information presented during the training.





“

In the digital age of ‘overnight’ success stories such as Facebook, the hard slog is easily overlooked.

James Dyson

MODULE TWO

Facebook

The platform may seem like the best place to start a social media campaign, but preparation and maintenance are essential for success.



Pros/Cons

Pros

- Share promotions
- Dialogue with customer base

Cons

- Negative feedback is public
- Limited ability to give away products

Likes/ Comments

- Call to action
- Votes
- Questions





Posts/ Links

- Keep the post short and to the point – Some experts recommend limiting posts to 40 words.
- Timing – Limit competition by not posting at peak times.

Tracking and Measurement

- Engagement
- Demographics
- Growth



Practical Illustration



- Pros/ Cons
- Likes/ Comments
- Posts/ Links
- Tracking and Measurement

Module Two: Review Questions

1. What will affect the pros and cons of Facebook?

A. Policies

B. Brand

C. Internet

D. None of the above

Quick Reference Sheets



Below is an example of our Quick Reference Sheets. They are used to provide the participants with a quick way to reference the material after the course has been completed. They can be customized by the trainer to provide the material deemed the most important. They are a way the participants can look back and reference the material at a later date. They are also very useful as a take-away from the workshop when branded. When a participant leaves with a Quick Reference Sheet it provides a great way to promote future business.



Social Media Marketing Quick Reference Sheet



Links



You should always add a link to your posts that goes back to your Tumblr or website. These links will help ensure that shared posts return people who look at them to your Tumblr or website. It is very easy for people to forget to give credit when reblogging.

Additionally, it is important to make sure that you link back to anything that you share or reblog. Giving credit where credit is due is simply good manners and will help you develop relationships with other people. Additionally, Tumblr has a no plagiarism policy, and the users are fast to point out missing links or credit.

Content and Value

When creating your video content, you need to understand what will appeal to your target market. Your channel and brand will help guide you, but remember that each video must provide value for the viewers. They need a reason to watch. Consider how the content meets needs, such as saving time and money, or solving problems.

Once you determine your content, it is important to establish your voice, or how you will present it.

For example, will you have a spokesperson?

There are different ways to create videos:

- Live action



- Text graphics



- Animated



- Interactive



- Music or voice overs



The purpose of the video and your audience will determine the content method of creation, so do your research before developing videos.

Optimize Search in Profile

Profiles on LinkedIn should be optimized to provide the best possible search results. Search engine optimization (SEO) is important in Google searches. Once you set up your profile, choose the keywords you want to represent the business. Make sure to place your keywords carefully. LinkedIn recommends placing keywords in the following locations.

- Headlines/titles



- Projects



- Content



Make sure that the keywords are relevant to each section. Avoid stuffing, and use keywords in an organic way.

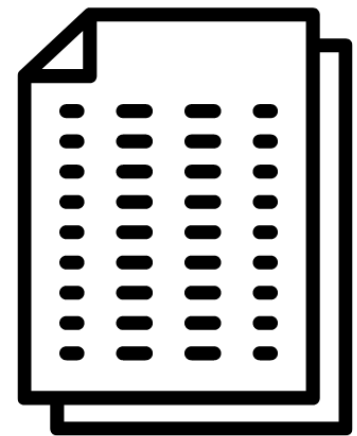
Handouts



Each course is provided with a wide range of worksheets.

Worksheets help check your participants' understanding. If a lesson calls for a worksheet, it will be listed in the Lesson Plan box under Materials Required. All worksheets are customizable and can be found in the Appendix of the Instructor Guide and the Training Manual.

As a trainer, icebreakers give your participants the opportunity to get to know each other better or simply begin the training session on a positive note. Icebreakers promote collaboration, increase engagement, and make your training more light-hearted and fun. Below is an example from the Icebreakers folder.



Icebreaker: Thinking Outside the Box

PURPOSE

To introduce participants to each other and to get them thinking creatively

MATERIALS REQUIRED

1. Name tag for each person
2. Markers
3. Index cards
4. A cardboard box large enough to hold the remaining items
5. A small skillet
6. A jump rope or short length of plain rope
7. An envelope
8. A sheet of newspaper
9. A rubber band
10. A coffee stirrer
11. A nail
12. A chenille stick (pipe cleaner)

You can substitute the items in the box to suit your requirements. The purpose is to take everyday items and to have the participant's think of the selected items in new ways.

PREPARATION

Have each participant fill out a name tag.

TIME REQUIRED

20 minutes

ACTIVITY

Have everyone introduce themselves by stating their names and one statement about themselves, such as their current positions, or what most interests them about creative problem solving.

Divide the participants into small groups of four to six people. Each group should get 1-2 items from the box (or the box itself). The challenge is to think of at least five creative ways to use each object, **BESIDES**

the conventional purpose the item usually serves. Tell the teams the rule is no censoring – all ideas are encouraged – the zanier, the better! Have the teams write down their suggestions on index cards. Encourage the teams to come up with the most creative suggestions they can. If time permits, have each team trade objects and repeat the activity.

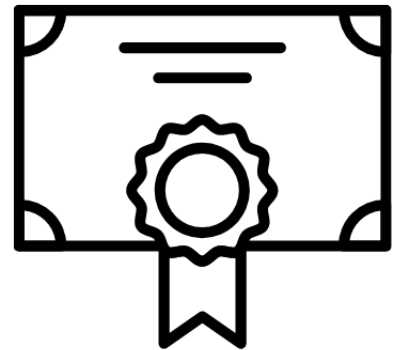
For example, the sheet of newspaper could be folded to become a hat or a boat; it could be shredded and used as packing material; it could even be used as substitute toilet paper in a pinch! Encourage the teams to stretch their imaginations.

At the end, have each team share its ideas with the whole group.

Certificate of Completion



Every course comes with a Certificate of Completion where the participants can be recognized for completing the course. It provides a record of their attendance and to be recognized for their participation in the workshop.



CERTIFICATE OF COMPLETION

[Name]

*Has mastered the course
Social Media Marketing*

Awarded this _____ day of _____, 20____

Presenter Name and Title
